



SIGN ORDINANCE PROPOSAL

TOWARD A BILLBOARD-FREE INDIANAPOLIS

OCTOBER 18, 2016

The background is a dark blue gradient with faint, light blue circular patterns and degree markings. A large circular scale on the left side shows degrees from 140 to 260. Other smaller circular patterns with arrows are scattered across the background.

On-Premises Signs vs. Off-Premises Signs



RENAISSANCE
PERE
MARQUETTE
P
A
R
K
I
N
G

(P)
FREIGHT
ZONE
8AM-6PM
KEPT SUN











Off-Premises Sign

=

Billboard

=

Outdoor Advertising Sign

The billboard features a white background on the left with the Village Pantry logo (a stylized 'v' in red) and the text 'village pantry' below it. In the center, there are images of three 12-packs of soda: Diet Pepsi (white), Mountain Dew (green), and Pepsi (blue). On the right, the text 'Buy 2, Get 1' is in white and yellow, followed by 'FREE!' in large, bold, red letters with a yellow outline. Below this, it says '12 PACK 12 OZ. CANS OF ANY PEPSI PRODUCTS' in white.

Buy 2, Get 1
FREE!
12 PACK 12 OZ. CANS OF ANY PEPSI PRODUCTS

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Sign Regulations Amendments



“The best streets are disfigured at many points with glaring billboards, and the avenues leading to both the large parks are the most unsightly things that could be imagined...

All this makes the city look cheap and tawdry, despite all that has been or can be done in the erection of beautiful buildings and the improvement of streets.”

-Indianapolis Journal editorial, 1903

Late 1980s: The Swapout

1. Removed billboards from downtown, but added billboards along I-465 (at a 1:2 ratio)
2. Prohibited billboards along I-65 & I-70 inside I-465
3. City-initiated

2003: The Compromise

1. Maintained prohibition on digital billboards
2. Decreased separation requirements along I-465
3. Relaxed size restrictions along I-465
4. Increased separation reqs. along city streets
5. Prohibited new billboards Downtown
6. City-initiated

2016: Post-Prop 250

1. “Completes” Indy Rezone
2. Follows demise of Council Proposal 250

The background is a dark blue gradient with faint, light blue geometric patterns. On the right side, there is a large, semi-circular scale with degree markings from 0 to 210. Below it, there are concentric circles and dashed lines with arrows, suggesting a circular flow or process. The overall aesthetic is technical and modern.

Quantitative *and* Qualitative Zoning Considerations

CLEAR CHANNEL



k to your cat about sex.

1-844-GIVE TEN
GiveThemTen.org

452

CLEAR CHANNEL



Morales Group
está contratando
Trabajos de Fábrica

1801 N. Shadeland Ave.
MoralesGroup.net



004453



200
REASONS
TO
SCRATCH

Hoodoo 200

KENTUCKY KINGDOM HURRICANE BAY
29.95
2 PARKS, 2 DAYS,
2 FREE DRINKS

35

25

CLEAR CHANNEL

LOTTERY

200
REASONS
TO
SCRATCH

Hoosier 200s

COLUMBUS

KENTUCKY KINGDOM AND HURRICANE BAY

\$29.95
2 PARKS.
2 DAYS.
FREE DRINKS

004212

004213

RELIABLE
INC.
IF WE CAN'T DO IT
NOBODY CAN
AUTO • HOME • LIFE
COMMERCIAL • RENTALS

Auto Insurance, Inc.
SE 22's
LED SAME DAY
317.634.7311





24 MEALS \$4 UNDER 4



DOWNTOWN AT WEST MARYLAND AND ILLINOIS









FOR LEASE
632-1800

Whitehead

Whitehead

HIRING

RENO

632-1800



9800 E

Fall Creek Rd

ADVERTISE HERE
317-270-8383

HADLEY
DENTAL

SERENITY
DAY SALON

SUBWAY

BIG RED LIQUORS

MORELLI'S
CLEANERS

SUNDAE'S
HOMEMADE ICE CREAM
AND SWEETENED

DUNKIN' DONUTS
DRIVE THRU

Geist Crossing
NORTH

BIG RED
LIQUORS

MORELLI'S
CLEANERS

DUNKIN' DONUTS
DRIVE THRU

SUNDAE'S
HOMEMADE ICE CREAM
AND SWEETENED

DENTIST SERENITY
288-5388 DAY SALON

SUBWAY NAILS
Nail Salon

WINE CASE SALE
20% OFF MAX 1 TO 8
2 TO 5 SAT TASTE 30 OPEN



TRUCKS AND VEHICLES
WITH TRAILERS USE
RIGHT LANE

INDIANA 12 50

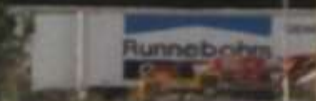
FOR OFFICIAL
DISCOUNTS
DISCOUNT

A BRAND NEW HELLO
DELIVERED YOUR WAY.





SLOW TRAFFIC I-69 N
NEAR 116TH/ MILE 204
ALL LANES SLOW





1

Amber Alert per year in Indiana (2010-2014)

National Center for Missing and Exploited Children, Annual Amber Alert Reports

The background is a dark blue gradient with faint, light blue geometric patterns. On the right side, there is a large, semi-circular scale or gauge with numerical markings from 0 to 210 in increments of 10. Several concentric circles and dashed lines with arrows are also visible, suggesting a technical or scientific theme.

20%

of Indiana Amber Alerts involve
Indianapolis

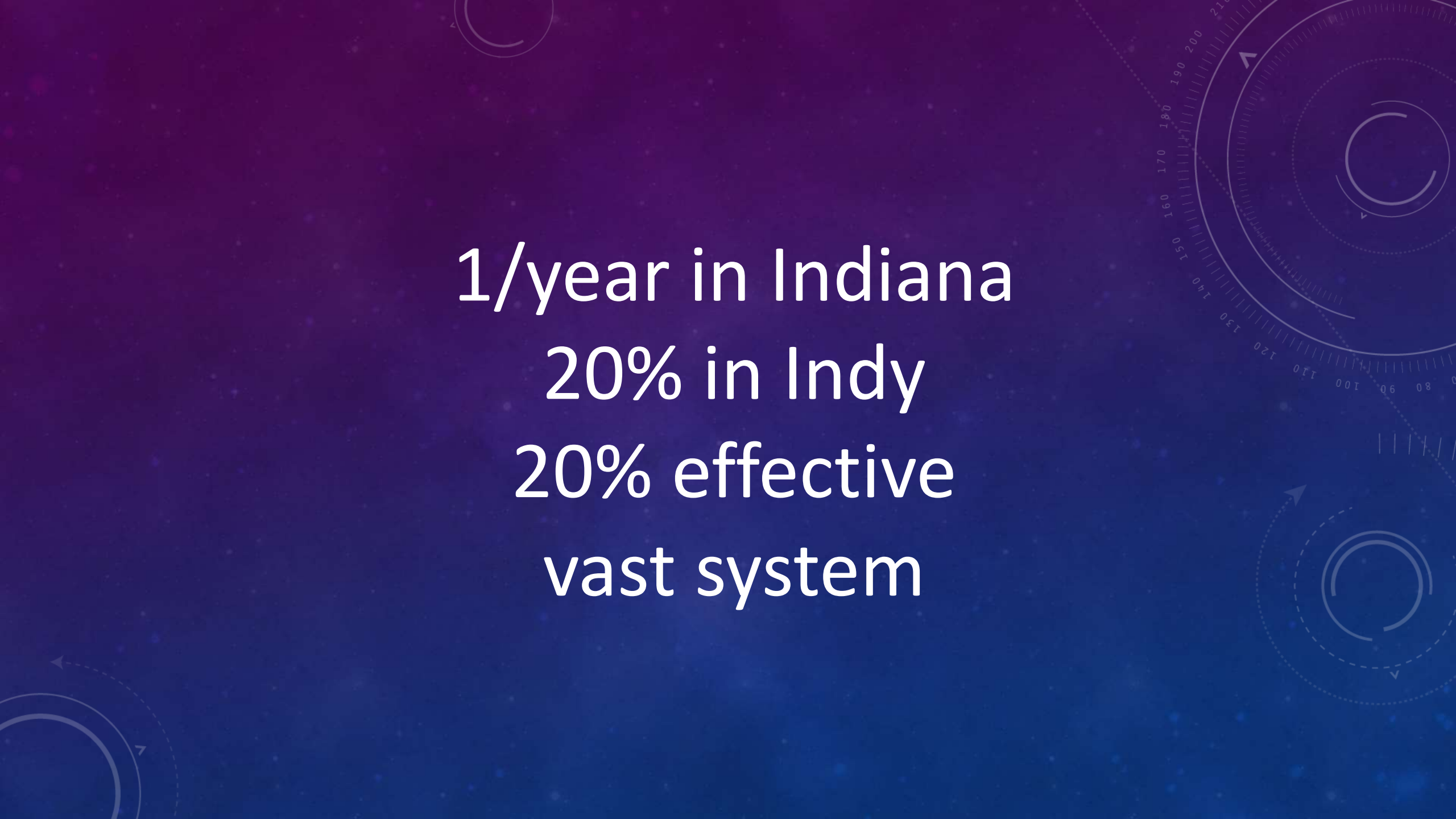


20%

of Amber Alerts are effective

Timothy Griffin, Professor of Criminal Justice, University of Nevada, January 2016

- 
- law enforcement agencies
 - television broadcasters
 - radio broadcasters
 - transportation agencies
 - internet providers
 - trucking industry associations
 - social networking sites
 - wireless industry representatives
 - digital billboards



1/year in Indiana
20% in Indy
20% effective
vast system

PS
MOUS
org



8



WANTED
SEX OFFENDER

Eric
Settles

as of 12/05/2014

CLEAR CHANNEL



PAULA
SIMPSON
Simpson's Food
Products



© 2011 Paula Simpson
www.paulasimpson.com

ILLAS
Brewery

HealthSource
Hospitals & Physicians Network
(317) 999-3330



US Population:

89% have internet access

70% have smartphones

**PUT AN END TO
DISTRACTED DRIVING.**



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Buy 2, Get 1
FREE!
12 PACK 12 OZ. CANS OF ANY PEPSI PRODUCTS

LEARN

SANDOVAS
AUTO SALES
SALES & SERVICE
1001 E. 10TH ST.



village pantry



Buy 2, Get 1
FREE!

12 PACK 12 OZ. CANS OF ANY PEPSI PRODUCTS

LAMAR



Billboards are Unnecessary.

Does Indianapolis need billboards?

It's true that a conference will have sponsors, and a search engine will have advertisements. Free television and radio exist only because of commercials.

But what do billboards contribute? How does their civic contribution compare to their civic detriment?

Billboards Degrade the Visual Environment.

We regulate billboards and prohibit them in our most valued places like Downtown, the Meridian Street corridor, residential districts and parks because we acknowledge, ultimately, that billboards are undesirable.

Why don't we treat the whole city with the same regard?

Billboards are Unsolicited.

Billboards are imposed on us. They're designed to pull our attention from the task at hand (usually driving) and sell us something.

Billboards are public pop-up ads that can't be switched off. They're junk mail, made 800 times larger, elevated several stories into the air, and placed where they become the dominant visual feature of our public realm.

Did that billboard
just change?

588-6535



KEY PROVISIONS

- After the effective date of this ordinance, there shall be no permit issued for a new off-premises sign.
- After the effective date of this ordinance, there shall be no permit issued for the replacement, repair or alteration of the structure of an existing off-premises sign.

KEY PROVISIONS

- Before January 1 of every year, each owner of an off-premises sign must submit to the Department of Business and Neighborhood Services, a complete list of every such sign they have located within Marion County. The list shall include a complete description of size and location of each sign as well as its permit or certificate of legal non-conforming use number. A fee of \$25* per sign shall be submitted along with the list to pay for inspection and monitoring for compliance with these sign regulations.
- Any off-premises sign that does not have a permit or certificate of legal non-conforming use shall be removed, at the owner's expense, within 6 months of the effective date of this ordinance.
- Any off-premises sign that does not comport with the terms of its permit (orientation, location, etc.) shall be removed, at the owner's expense, within 6 months of the effective date of this ordinance.

* Actual fee to be calculated by DBNS prior to passage of this ordinance update

KEY PROVISIONS

- Any off-premises sign that does not have a message, image, or combination thereof, displayed for 120 consecutive days shall be considered “idle”. The owner shall have 30 days upon notice of DBNS that their sign is “idle” to display a message, image, or combination thereof, or the sign shall be deemed “abandoned”.
- Any “abandoned” sign must be removed, at the owner’s expense, within 30 days of the determination that it is “abandoned”.

KEY PROVISIONS

- No off-premises sign may be externally or internally illuminated between the hours of 11 pm and 6 am.

PROVISIONS OF CURRENT ORDINANCE TO BE RETAINED

- There shall be no permit issued for construction or retrofitting of an off-premises sign that emits light to create a display.
- Any sign in disrepair or in an unsafe condition must be removed, at the owner's expense.
- Rooftop off-premises signs shall not be permitted.
- Off-premises signs shall not be located on any building.
- There shall be no off-premises sign along any freeway inside the I-465 loop.

MISCELLANEOUS PROVISIONS

- Off-premises sign messages or images shall not be projected onto buildings or other structures, nor shall they be projected onto any material that will reflect light.
- Awnings, marquees, and balloons may not display off-premises sign messages or images.
- No sound functionality may be added to any off-premises sign.
- No tracking or interactive functionality may be added to or displayed on any off-premises sign.
- No off-premises sign shall be permitted for bus benches or shelters.
- No vehicle or trailer may display an off-premises message or image.